CANADIAN
MOVING PICTURE DIGEST

Vol. 22, No. 19 TORONTO 2, CANADA September 6th, 1930

Success Pictures, Seven in a Row!

By Arthur James

INFORMATION of the first importance to the motion picture exhibitor is invariably word of success pictures. On returning to our labors after watching the apples grow and contemplating the progress of the vegetables in the country, our first thought was the success picture situation.

* * *

WE WERE pleased but not surprised to note that Metro-Goldwyn-Mayer has stepped in with a success series that begun with "Caught Short" which was followed by "The Divorcee" as a preliminary to "The Big House" and Norma Shearer's new triumph "Let Us Be Gay." Added to this is Joan Crawford's "Our Blushing Brides" and now Greta Garbo's "Romance," and on the immediate horizon is another successful entertainment with William Haines as the star and "Way Out West" as the vehicle.

* * *

THERE we have them, seven in a row! And we would fail of our plain duty to the picture industry if we did not record, thus prominently, these picture successes for their information

* * *

TWO of them, "The Big House" and "Romance," we saw at neighborhood houses in New England during our holiday. What might be called the "sticks audience" reaction to both these offerings, marked them as definite successes aside from and plus any Broadway triumphs. We had no doubt whatever about the mass appeal of "The Big House" but as "Romance" is a different type of picture we were interested to watch the audience as well as the picture and to observe that the high, the middle and the low responded emotionally to the picture And how they responded!

* * *

REPORTS from all the sections where these pictures have run corresponds to our own observations and this is extra good news in this heated season

* * *

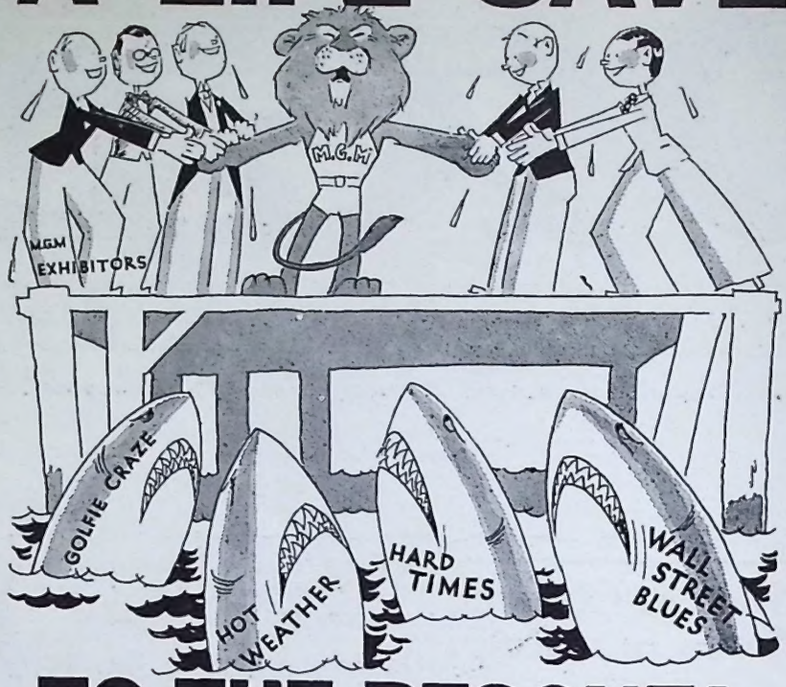
AGAIN we repeat, success pictures help not only the companies who produce them but the entire industry, as they restore the public quickly to the habit of attendance on motion picture theatres. M-G-M is not only doing a service to itself but to the entire industry in presenting product of this amazing and satisfactory type

And Now They're Writing Editorials About M-G-M!

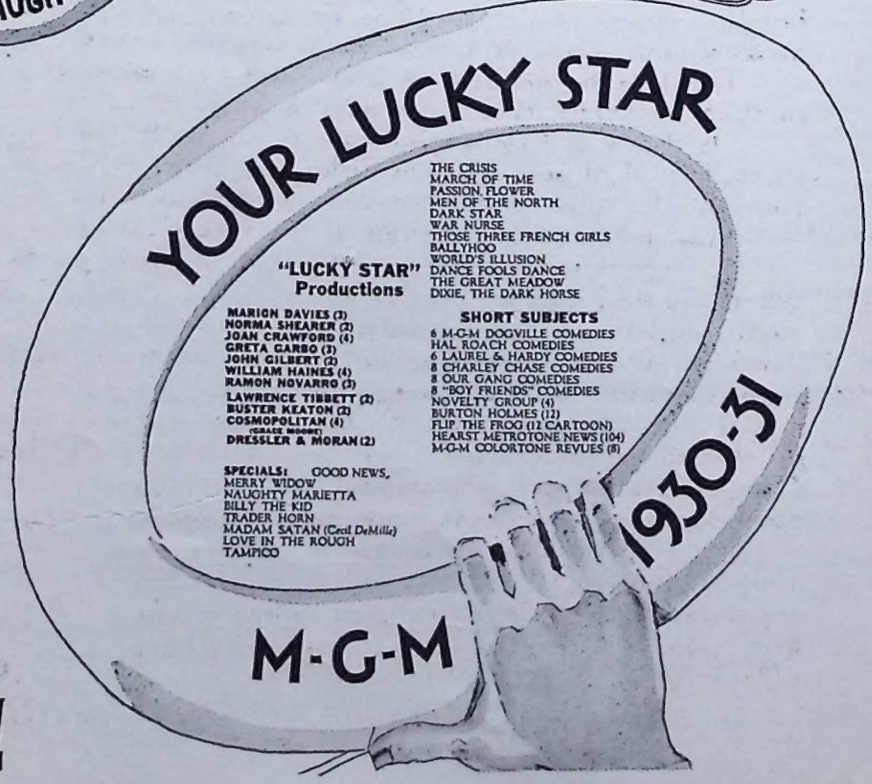
PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

"YOU'RE A LIFE SAVER LEO!"

Many a theatre would be sunk right now without



TO THE RESCUE!



And if you'd like the same security next year—

GRAB IT!

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RAY LEWIS
Editor and Managing Director

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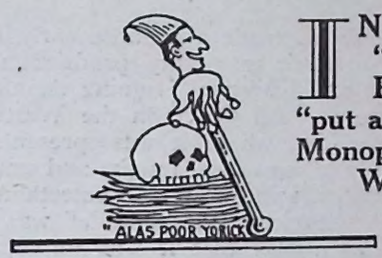
"Paramount Paregoric"



IN last week's Digest, we touched casually upon the "Paramount Paregoric" plan, devised to soothe those Producer-Distributors in which Paramount intends to "put a crimp"; but first it must solidify its World-Film Monopoly plan!

We will confine our territory to Canada, which is large enough to reveal what is transpiring, and what is to happen in a world way.

Control of theatres, motion picture and legitimate, so no one can "cut in" by taking over a "legitimate theatre" for Sound Installation, and the presentation of first runs.

Between these "legitimate" theatres, and the motion picture theatres already controlled, the first, second, and even third runs are Paramount's.

The next step to prevent other producer-distributors from building, is to give them contracts for product; and this move is strategic from many angles, aside from the building restrictions.

It makes the producer-distributors relax their "Eternal Vigilance," it forces independent theatres into the Paramount fold; and is but the forerunner of a Clearing Film Centre for Paramount, whereby producer-distributors will eventually be obliged to sell their product through the Paramount Clearing House with Paramount in control to dictate terms.

This is where the producer-distributors are heading, if they do not immediately seek to protect their revenue and nourish the source of their independent markets.

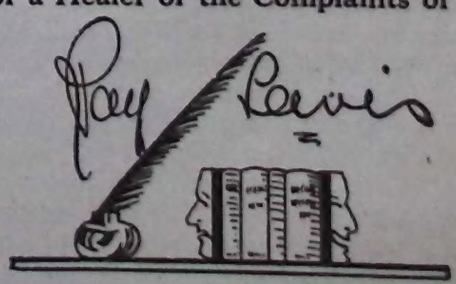
Soon all the producers will be producing for that one Trademark which has this object in view; and at the present time it looks as if Paramount has made a good start, as is evident in Canada, towards its World Film Control.

The idea is not new in Show Business, although it was not elaborated upon to such an extent that it involved a world amusement monopoly.

The Klaw & Erlanger - Froham - Stair & Havlin, etc., etc., tie-up of the stage, forced Minnie Madern Fiske and Sarah Bernhard, etc., to rent town halls and tents for their public appearances, because they remained independent.

This independence prevented the Closed Door from remaining closed, and we can expect some independent exhibitors and producer-distributors will be left to operate independently, but since the Circle of Independence is noticeably narrowing, those who are satisfied to let the World Film Trade and Amusement Trade in general be split up for competitive trade, had best refrain from that eager drinking of "Paramount Paregoric."

If you cannot "stomach" film trade conditions now; and seek relief, be advised that Paramount has never been mistaken for a Healer of the Complaints of Competitors; and if Paramount is soothing your Trade appetite now, remember "Paregoric" is not a cure, but an opiate to deaden the pain of that which disturbs you. At the full appointed time, the "Paregoric" will not be dispensed; and by this time you will not have a "stomach" left for independence!



RAY

RAY LEWIS

PRESENTS

N. L. NATHANSON arrived in Toronto, after having spent some months abroad. Your editor was looking for news, Big News, but "N. L." said he had only been taking a holiday; and the nearest he was to London, was Paris. "But, surely," persisted your editor, "You must have some news, what about English pictures, for instance?"

"I hear that the producing activities in England have been greatly increased, and they are talking on the continent about the quality of British productions. The Talking innovation has certainly given British pictures their big opportunity"; and Mr. Nathanson agreed!

One would suppose that as far as "N. L." was concerned, "All's quiet on the Western Front," but your editor, having a weakness for that "hunch" which is much more dependable than "the little bird" who tells things, feels an undercurrent of "Big Things Doing," and that the Western Front may be quiet, but "N. L." never was, is not, never will be; and anyone who reads The Digest (of course everybody does), can tell "N. L." what your editor said.

"TONIGHT'S the night" at the Greater Imperial, Toronto, with Tom Daley installed as manager, and Jack Arthur presentations. The best that could be done for this house by way of management is being introduced, but if this Imperial becomes The Greater Imperial, it will be because The Uptown, and The Tivoli, in every way superior as first run picture houses to The Imperial, have been successfully killed. Funerals are always sad affairs; and the fact that a funeral is always associated with some one who has passed away, is the cause of the gloom and the funeral, but a burial, or a funeral of a living thing, is gloom heaped upon gloom; and that is how we feel about the funeral of The Uptown, and perhaps The Tivoli.

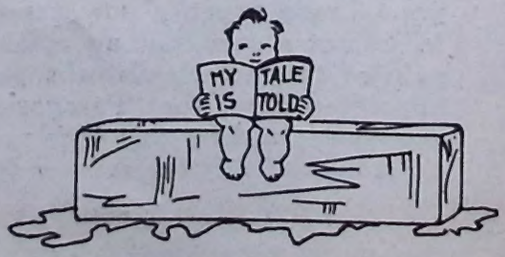
"The Uptown," which belongs to Loew's, Incorporated, joins the "split pea" circuit. There will be a change of program every Wednesday and Saturday, with a reduction of prices. The show continues from noon until 11 p.m. No change is scheduled for The Tivoli, that is, not yet, but watch and see if some one does not get a bright idea in connection with The Tivoli, which had as many varieties of policies as there are of Crosse & Blackwell's pickles, until Tom Daley, hit the target of success with his showmanship ability; and "N. L." realizing that he had a Showman upon whom he could depend, "let Tom have his head." With the results, you are familiar.

UNIVERSAL made a promise early in the season to stick to twenty productions, all big ones; and Universal is going through with its promise. "All Quiet on the Western Front" made the box-offices, where it was presented, boom! "The King of Jazz" was most unique and unusual in its spectacular settings, aside from the entertainment value of its material. "Strictly Dishonorable" was such a hit on Broadway as a play that it was impossible to get seats unless these were obtained many weeks in advance. "Little Accident" is another big stage success. "Dracula," "East is West," by Samuel Steepman, still another, and so the list goes on with a new story by Remarque of "All Quiet" fame, and "Lady Surrenders" from John Erskine's best selling novel.

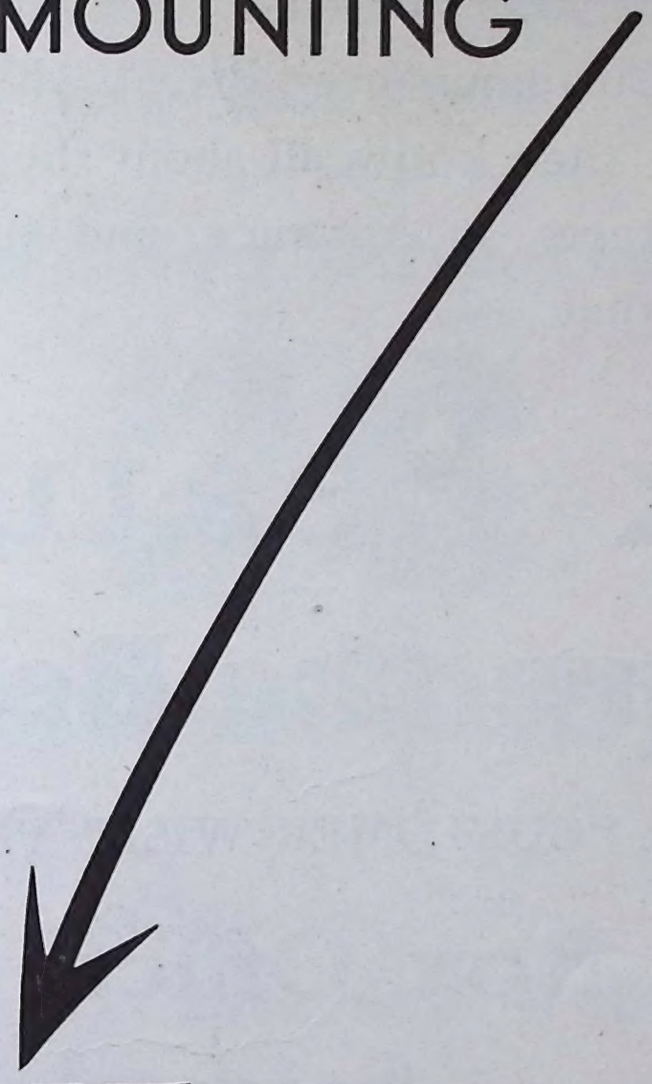
Universal states "You can't be a big shot, without Universal big ones." Your editor has always found that Universal "kept the faith," that is, believed in what they sold; and there's Clair Hague, in Canada so long that he's a regular Canuck, knows the old exhibitors and the new ones; and knows pictures. When he says "I've got a great picture," it never occurs to your editor to discount his statement, because he's only about 5' 1" but every foot, plus the inch, is Showmanship.

THE Performing Right Society is beginning to get in some of its high-pressure work, that is threats to exhibitors if they do not take out the licenses. Again the Digest advises exhibitors to let this company test out the validity of its claims, and show its copyrights on music presented, also authority from authors showing the authors have made this company an agent for collection, or have given their rights over to the Canadian Performing Right Society.

Radio and other musical interests are in the same relationship to this society as are the exhibitors, but with this difference, the advantage from every angle is with exhibitors. Now if the exhibitors wish to consider their position legally, arrange for a meeting at which the Radio and other interests will be present, together with representatives of the Chain Houses; and be united in any stand which you take.



STILL MOUNTING



45 Replacements of unsatisfactory sound equipment with NORTHERN ELECTRIC SOUND SYSTEM.

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The VOICE *of* ACTION

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Your Customers are "PICTURE-WISE," that is, they know all about the Quality of Pictures in Advance, and they also know that

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If You're "CUSTOMER-WISE" You'll Show

Fox Box Office Stimulators

and Retain the Goodwill of Your Customers--Don't Show Them, and Lose Prestige and Business.

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HARLEY L. CLARKE, President

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

Your Patrons Have Been Demanding More of Canada Upon Your Screens.

We Now Offer You

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Canadian Subjects

Beautiful Scenic Overtures, with Sound, Music, Songs

Average Length 725 feet

Action - Interest - Beauty

The Right Canadian Touch to Your Program

One Every Other Week

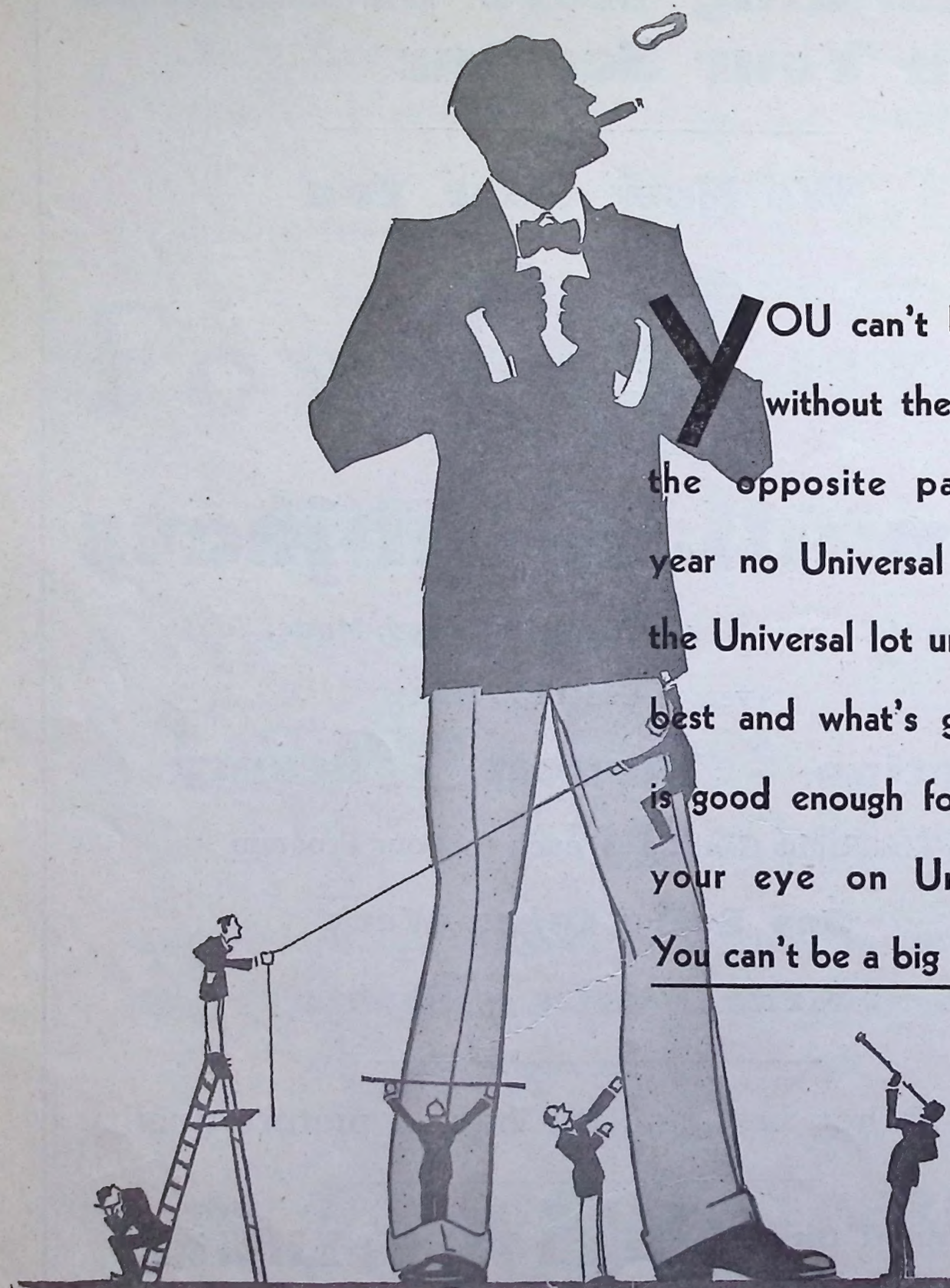
Write - Wire - Phone

Canada at her best, and the best in picture quality

Distributed through Regal Films Limited

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

YOU CAN'T BE A BIG



YOU can't be a BIG SHOT without the pictures listed on the opposite page because this year no Universal picture will leave the Universal lot unless it's fit for the best and what's good for the best is good enough for anybody! Keep your eye on Universal pictures. You can't be a big shot without them.

Keep Your Eye On

UNIVERSAL! The Pictures That

HOT WITHOUT THEM

ALL QUIET on the WESTERN FRONT

More than sixty foremost newspaper and magazine critics all over the country pronounce it the greatest picture ever made. A record breaker as a road show in more than 23 key cities.

LOUIS WOLHEIM
LEWIS AYRES
SLIM SUMMERVILLE
JOHN WRAY

Directed by
LEWIS MILESTONE

STRICTLY DISHONORABLE

Preston Sturgis'
Broadway Stage Sensation

The Drama League's prize winning play because "it makes the audience a little brighter and more cheerful than when they came into the theatre." A practical guarantee of a good time. More than a year on Broadway and still going strong.

THE CAT CREEPS

—while the Canary Sleeps. Suggested by John Willard's shivery, chilling, intriguing stage play.

HELEN TWELVETREES
JEAN HERSHOLT
RAYMOND HACKETT
LILYAN TASHMAN
NEIL HAMILTON
Montagu Love — Elizabeth Patterson
Lawrence Grant — Theodore Von Elz

Directed by RUPERT JULIAN

SEE AMERICA THIRST

The name describes it! A couple of queer looking bums on a side door pullman fall heir to a cargo of wet stuff which belongs to a gang of hijackers and then the fun begins. With

BESSIE LOVE
SLIM SUMMERVILLE
HARRY LANGDON
MITCHELL LEWIS

Directed by
WILLIAM JAMES CRAFT

OUTSIDE THE LAW

Unquestionably the daddy of all underworld thrillers, with searing, searching dialogue.

MARY NOLAN
EDW. G. ROBINSON
OWEN MOORE
ROCKLIFFE FELLOWES

Directed by TOD BROWNING

RESURRECTION

Count Leo Tolstoy's immortal story. Incredible, fantastic, unmatchable...a man rises from the muck despite unbelievable obstacles. As a play it built the reputations of dozens of stage people. As a story it takes its place among the literary classics of the ages. As a picture it is drama extraordinary.

JOHN BOLES
LUPE VELEZ

Directed by EDWIN CAREWE

THE COHENS AND KELLYS HUNTING BIG GAME IN AFRICA

GEORGE SIDNEY and
CHARLIE MURRAY

doing their stuff as only they can do it. Directed by
WILLIAM JAMES CRAFT

Erich Maria REMARQUE'S New Novel

The aftermath of the war by the author of "All Quiet on the Western Front." Serialized in Collier's magazine . . . with a circulation of 2,000,000 and also in newspapers thru United Press. Title will be announced shortly.

MERRY-GO-ROUND

An outstanding story that captivated all manner of audiences . . . a wistful girl, a sideshow barker . . . men who were all alike until the right man came along . . . a short-lived romance. But why spoil it by telling more.

LITTLE ACCIDENT

Last season's comedy stage hit by Floyd Dell and Thomas Mitchell...made into the scream of the screen! with

ANITA PAGE
DOUGLAS FAIRBANKS, Jr.
ZASU PITTS
SLIM SUMMERVILLE
Sally Blane — Roscoe Karns
Joan Marsh — Myrtle Stedman
Albert Gran

Directed by
WILLIAM JAMES CRAFT

OURANG

They've actually gone into the heart of wildest Borneo to shoot this savage, romantic story where wild, gigantic near-man monsters rule the jungle. The expedition is headed by Harry Garson who is also directing. Dorothy Janis plays the feminine lead.

EAST IS WEST

The perfect story for fiery Lupe Velez, with dialogue written by Samuel Shipman author of the original stage play. With

LUPE VELEZ
JEAN HERSHOLT
LEW AYRES

Directed by MONTA BELL

BLIND HUSBANDS

The forerunner of all modern, sophisticated matrimonial dramas. An intelligent all-absorbing expose for wives, women and sweethearts . . . for men, lovers and husbands.

Directed by
ERIC VON STROHEIM

SAINT JOHNSON

Written by W. R. Burnett, author of last year's best seller, "Little Caesar"... the romance of Western bad men and girls who were good. Teeming with high class thrills.

JOHN WRAY

Directed by EDWARD LAEMMLE

LADY SURRENDERS

Another sensational social drama! Made from John Erskine's best-selling novel, Sincerity. Modern, highly dramatic, sophisticated, delightful. With

CONRAD NAGEL
GENEVIEVE TOBIN
ROSE HOBART
Carmel Myers — Vivian Oakland
Franklyn Pangborn

Directed by JOHN STAHL

KING OF JAZZ

First and only screen appearance of Paul Whiteman and his famous orchestra with a host of stage and screen celebrities including John Boles and the first dramatization of George Gershwin's Rhapsody in Blue.

Devised and directed by
JOHN MURRAY ANDERSON

BOUDOIR DIPLOMAT

The battle ground of love! Heaps of spicy fun in this sophisticated smash stage hit by Rudolph Lothar and Fritz Gottwald.

BETTY COMPSON
IAN KEITH
MARY DUNCAN
JEANETTE LOFF
Lawrence Grant — Lionel Belmore
Andre Beranger

Directed by MAL ST. CLAIR

DRACULA

There's more than just mystery to this classic tale, and famous stage play. There's the unconquerable love of a man for a maid . . . his flaming passion bringing light to a city o'er shadowed by evil and dread. Louis Bromfield, famous novelist is adapting it from Bram Stoker's original.

TOD BROWNING will direct it!

●

—and two more big ones to be announced later.

Presented by CARL LAEMMLE

Whole Industry Talks About!

GROSZ

Here's Hoping

THE Ottawa Gazette of Thursday, September 4th, announces that the first sod for the new studio at Chambly Basin is to be turned on Sunday. The purchase of this property by the Canadian-American Talking Picture Studios, Ltd., is the result of the incorporation of the company under a charter granted July, 1930, incorporating Alexander Graham, and Zenon Charland, both agents, and William Alexander Hunter, Manager, all of the city and district of Montreal.

The charter gives the Canadian-American Talking Picture Studios, Ltd., the power to operate as an exhibiting-producing-distributing organization; and to "engage and conduct a general photographic, printing, and publishing business."

"THE amount of the capital stock of the company is to be one million dollars ($1,000,000) divided into fifty thousand (50,000) preferred shares bearing a dividend of 7 per cent. per annum, and cumulative of the par value of ten dollars ($10.00) per share and fifty thousand (50,000) shares of common stock of the par value of ten dollars ($10.00) per share, subject to the increase of the said capital stock under the provisions of the said act. The common shares only of the company are to have voting power, except as hereinafter stated." The regulations which follow are the usual.

In the Ottawa Gazette, the report gives the land as purchased, consisting of 115 acres; and the program includes the production of short subjects, features, serials, and newsreels.

THE British market will be an objective, as the British Quota requires that ten per cent. of the pictures shown upon the screens in Great Britain must be made on British territory, and British controlled.

A residence for the accommodation of stars and executives has been erected, a Hollywood Inn; and a nine-hole golf course is also in the process of near completion. The Hollywood Inn (more advertising for Hollywood real estate), is to have "spacious sleeping quarters" and a restaurant which can seat 250.

AN invitation to David Wark Griffith has been extended; and among the other guests expected in Montreal to participate in this Canadian Film venture, we have Colleen Moore, George Jessel, John Breeden, Fritz Scheff, Charles Ray, Beverley Bayne, Arthur Lubin, Roy D'Arcy, Virginia Valli, Malcolm McGregor, Betty Blythe, and Phillippe de Lacy.

SINCE it is a Canadian-American Talking Picture Enterprise; and the Hollywood stamp on the Inn introduced, it is perhaps not important that British screen celebrities are not in evidence.

There is to be a luncheon for the press, members of theatrical circles at the Mount Royal Hotel on Saturday, after which the ceremonies include a visit to the St. Hubert Airport, where they will be the guests of the Montreal Light Aeroplane Club for the second annual Canadian air pageant. On Saturday evening there is to be a ball, and a formal dinner-dance to which the Montreal Light Aeroplane Club members are invited, including the visiting film stars.

THE Stars of the Air will also be present in the persons of Captain Frank M. Hawkes, holder of the transcontinental title; Lieutenant Alfred Williams, famous U. S. aviator; Miss Ruth Nichols, celebrated American woman pilot; Lee Schneider, and Flight Lieutenant Atcherley, of the 1929 British Schneider cup race team, and holder of the world's speed record.

On Sunday afternoon at 2.30 the ceremony of "breaking ground" will proceed, and "movie fans" will have an opportunity to "look in," after which ceremony, a farewell dinner will speed the parting guests.

THERE is no question about the possibilities of production in a film way in Canada. The Film Territory has moved away from Los Angeles on account of Talking Pictures, and New York is to resume its former activities as a producing centre, because of the ability to get human material, and plays for same. Besides there is the angle of making the picture while the stage show is having a run, and in this way getting the economic benefits of utilizing the same cast. Double work for the players, but if they engage them at stage salaries, with extra pay for doing the picture at the same time, imagine the difference in production costs!

BUT to return to the Canadian-American Talking Picture Studios, Limited. The Digest wishes the enterprise every success; if the company is Canadian-controlled, and its productions adequate in quality, to fill a quota demand, we may have the beginning of more film producing in Canada, and we shall be especially gratified at this Canadian Film Enterprise.

If the company is American-controlled, and produces quality Canadian-made pictures, our interest and co-operation will also be there, but if someone, or anyone, tries what has been tried in Canada before, to the discredit of Canada, and the Film Industry here, to the discredit of Canada as a film producing country, this time, there will be an investigation; and what The Digest discovers, will be uncovered before the damage has been done.

WE were patient with other ventures, endeavoring to be kind, we listened to protestations of good faith, but results to-day will only count. We have not forgotten the ground broken in Ontario for a studio, and the several companies who received financial support from Canadians, not only in Ontario, but across the Dominion, thousands, yes hundreds of thousands of dollars, of the Canadian Public's money given in good faith, and no returns on the investment, and an utter loss of the capital.

It cannot keep on happening. Film production history will not repeat itself in Canada!

(Special to Digest from Winnipeg)

The advancement of A. G. Ritchie, manager of the two Brandon theatres, to be district manager for the Famous Players Canadian Corp., at Penticton, B.C., is a popular one. Mr. Ritchie for many years was branch manager of the Famous Lasky Film Service at Winnipeg, and knows films from the ground up. During his stay at Brandon, he took an active part in civic, social and athletic enterprises. He is confidently expected to contribute to the growth of the northern British Columbia field as manager of the district.

Victor Armand, Winnipeg, becomes supervisor of projection and manager of the purchasing and maintenance department of the Western division.

With the addition of the officials at Winnipeg headquarters, extensive changes have been made in the Famous Players Canadian offices in the Capitol Theatre here. Norman Code was in charge of the alterations.

Show Business

(*Special to Digest from Ottawa*)

The formal opening of the theatre season in Ottawa, the Canadian Capital, took place August 27 when Their Excellencies, the Governor-General, and Viscountess Willingdon and official party from Government House attended a performance of "Lawful Larceny" at B. F. Keith's Theatre. The socially elect in Ottawa can now go to the show without hesitation.

The use of the pipe organ was revived at the Palace Theatre, Montreal, with the introduction of solo numbers during the engagement of "Romance," which was held over for a second week.

Ambrose Nolan, manager of the Avalon Theatre, Ottawa, has recovered from the ducking he received when his flashy speed boat dove to the bottom of the course during Eastern Canadian championship boat races here. After his rescue, Nolan required medical attention, several stitches being necessary to close a gash in his face.

Manager George J. Forhan of the Belle Theatre at Belleville is busy carrying out plans to revive interest among children in the picture shows. He has a Saturday matinee club and offers prizes to those whose cards show 10 consecutive admissions. Various stunts are also staged. One Saturday Forhan offered cash prizes for bouquets of flowers, the latter giving free admission to the juvenile as well. Forhan sent all the flowers to local hospitals after the exhibition.

Members of the Canadian Federation of the Blind are periodically the guests of Manager R. S. Roddick at the Capitol Theatre, London, thus creating considerable good will for the theatre throughout the community.

Added business and considerable publicity have been gained by Manager C. L. Straw of the Capitol Theatre, Calgary, through the employment of a "tea cup reader." Five days of the week, tea is served patrons on the mezzanine floor and the presence of a "reader" has popularized both the tea and the theatre. The lady at the Capitol reads about 350 cups each day. The tea costs nothing.

A census of the 1,000 theatres in Canada by the Motion Picture Distributors and Exhibitors of Canada showed that 600 had been equipped for the presentation of sound and talking films, according to an announcement by Col. J. A. Cooper, president of the association. This ratio is much higher than in other British countries, Australia having only 300 wired theatres out of a total of 1,250.

As a result of the film quota plan established by Chairman J. C. Boylan of the Ontario Board of Moving Picture Censors which requires that from 25 to 35 per cent. of all news weeklies must be of British or Canadian origin, Paramount-Publix has permanently established a news sound truck in Canada with headquarters at Toronto. Chairman Boylan intimated that negotiations with other producers would probably lead to a similar move.

The Ontario Board of Moving Picture Censors condemned five features during the month of July and 631 revisions were ordered in other releases before approval was granted.

Somewhat of a bombshell was sprung in Montreal when musicians demanded a substantial increase and a 12 months contract without a clause providing for two weeks' notice before accepting an offer to play at the Capitol Theatre where arrangements had been made for the introduction of Paramount-Publix stage units early in September.

The musicians rejected the old scale of $61.90 and asked for $85 for 28 shows weekly or $75 for 22 shows on a year's contract without privilege of cancellation. The men were given a straight offer of $75 weekly and the two weeks' clause, which was well above the old rate. Their refusal came as a surprise in view of complaints during the past year regarding unemployment among musicians.

In view of the difficulties, which have engaged the personal attention of both J. J. Fitzgibbons and Clarence Robson of Famous Players, the stage shows may not open until September 13 or later.

The musicians of B. F. Keith's Theatre, Ottawa, withdrew quietly on August 30 after winning the pit sitting championship by silently occupying their places six hours daily for 12 weeks following the discontinuance of vaudeville. On the termination of their year's contract, the men finally quit their posts, although given a compromise offer by Manager Joe Franklin some time ago. Keith's will continue with an exclusive talking picture policy.

(*Special to Digest from Winnipeg*)

THE civic zoning committee of the city council of Winnipeg and the Allied Amusements, Ltd., with Ash Street residents have been for some time at variance over the question of the company using a restricted residence lot as part of the site of a theatre at the corner of Academy Road and Ash Street, Winnipeg.

On behalf of the company there were submitted plans for an ornate theatre building, to be called the Avalon. The plans showed a frontage with balconied windows, ornamental lights and lantern effects. For the Ash Street side panelled walls were provided. If allowed to build on the fourth and now restricted lot, the company would put up a theatre costing between $140,000 and $150,000. It would bind not itself to do so, but if confined to three lots it would erect a $40,000 house.

The narrow frontage on Academy Road made relatively greater depth desirable so that people could sit at a convenient distance from the stage.

E. G. Trick, appearing for objecting residents, said one of the chief objections to the larger theatre was the fear of a parking nuisance being created.

The committee decided to let the matter stand to see if the theatre promoters and the residents could come to some agreement.

Charles Miles is head of the promoting syndicate.

Round About the Studios

Lovely Dorothy Jordon, plays the leading feminine role in "Love In The Rough," Metro-Goldwyn-Mayer production.

Donald Dilloway, well-known New York stage actor, has been selected for the juvenile male lead in "Dark Star," in which Marie Dressler has the principal role. George Hill is directing this picture at the M-G-M studio.

Hobart Bosworth, the "grand old man" of the screen, whose success in silent and talking pictures has covered twice the length of the average star's career, has been engaged by Phil Goldstone, Tiffany's Chief Studio Executive, for one of the principal roles in "The Third Alarm." This is the talking version of the old silent fire epic special, which Tiffany will produce on a lavish scale with the original director, Emory Johnson, in charge.

Carpenters' hammers and painters' brushes are busy at the United Artists studios as sets go up for Douglas Fairbanks' next picture, "Reaching For the Moon."

The prententious backgrounds for the first Irving Berlin production for the Joseph M. Schenck organization will be finished in time for rehearsals in the near future. They were created by William Cameron Menzies, supervising art director.

Edward Everett Horton, matinee idol of the stage and screen, has been cast for one of the most important roles.

Berlin, foremost composer of America's popular songs, has been at work for months on several new melodies.

Metro-Goldwyn-Mayer has acquired screen rights to the Hungarian musical play, "Katica," the work of Ferenc Martos and Fred Markush. Described as a great success in Budapest, this musical piece has not yet been produced on the American stage.

Philip Klein is collaborating with Lynn Starling on the screen play and dialog of "Stolen Thunder," for Fox Films.

Columbia Pictures has signed Benjamin Ziedman as associate producer for the company's audible film, "Tol'able David," adapted from the famous Saturday Evening Post story of the same title. The production will be brought to the screen with Richard Cromwell, filmdom's latest find, in the steilar role and Joan Peers in the feminine lead.

Four years old and ten of the biggest motion pictures in the last two years to his credit — that is the record of little Douglas Scott, who plays Oscar in Pathe's feature comedy, "Night Work," starring Eddie Quillan.

Jack Oakie has started his newest picture, as yet untitled, under unusual circumstances. He is making it under the direction of Victor Herman on the high seas aboard a battleship specially constructed by the Paramount studio in Hollywood to represent the man-of-war of an unidentified foreign power. The story centres about a champion lightweight boxer of the American Navy, played by Jack Oakie, who is shanghaied aboard a foreign warship by a lawyer portrayed by Harry Green.

Emmett Flynn, who directed "The Shannons of Broadway" and other pictures, has been added to the scenario department of Fox Films. His first assignment is "The Connecticut Yankee," in which Will Rogers will star.

Dorothy Sebastian has been selected to play the feminine lead opposite Bert Lytell in the Columbia Pictures' visualization of "Brothers." The photodrama which comes to the screen under the direction of Walter Lang, is an adaptation of the celebrated stage play in which Lytell starred on Broadway for more than two years.

Martha Sleeper, well known leading woman of the screen, has been added to the cast of "New Moon," Metro-Goldwyn-Mayer's filmization of the famous stage hit, co-starring Lawrence Tibbett and Grace Moore. Miss Sleeper is to play the role of Vada, the Russian maid in the new picture, which Jack Conway is directing.

George Sidney and Charlie Murray are completing a two-reel comedy entitled "Rolling Along," directed by Albert Ray, prior to starting work on the fifth of the "Cohens and Kellys" series. This latest of the adventures of the famous comedy team is to be known as "The Cohens and Kellys in Africa," and Vera Gordon and Kate Price will again appear as Mrs. Cohen and Mrs. Kelly. Lloyd Whitlock has also been signed for an important role in the production, which is scheduled to start at Universal City early in September.

Andre Berley, famous French stage comedian, who was brought to America to appear in the French production of "Olympia," has been signed to a new contract by Metro-Goldwyn-Mayer, it was announced last week, and is to appear in several more French roles.

Ben Lyon has been signed to a five year contract by Warner Bros. according to announcement made today by J. L. Warner, vice-president in charge of production.

It is understood that Lyon's excellent work in "A Soldier's Plaything," his first picture for Warner Bros. was responsible for the award. He is slated for choice roles in forthcoming Vitaphone pictures.

Without any advance warning, Cecil B. De Mille suddenly deserted his headquarters at Metro-Goldwyn-Mayer to take a month's vacation aboard his schooner yacht, "Seaward."

The reason probably lies in a news dispatch relating the movement northwards from Mexico of a large school of marlin sword-fishing. Sword-fishing is the director's hobby.

De Mille has just completed "Madam Satan," a comedy with music.

Constance Bennett has Kenneth MacKenna, well known legitimate actor, for her leading man in "Sin Takes a Holiday," according to an announcement from President E. B. Derr, of Pathe. Rehearsals are being concluded on this production and immediate shooting of the scenes is assured.

Tom Patricola has been cast for an important role in "Children of Dreams," replacing James Cagney, according to announcement made today by J. L. Warner, vice-president in charge of production.

Production starts September 2nd at Universal City on "Finger Prints," the mystery serial adapted from a novel by Arthur B. Reeve. Edna Murphy and Kenneth Harlan have the principal roles in the production, which is under the direction of Ray Taylor. Others in the cast include Fletcher Norton, Gertrude Astor, William Worthington, Monte Montague and William Thorne.

Alexander Korda, recently returned from Europe, will direct "The Princess and the Plumber," for Fox Films.

A new picture of "Our Gang," all present. Hal Roach's Rascals will be seen next in "Teacher's Pet," for Metro-Goldwyn-Mayer.

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